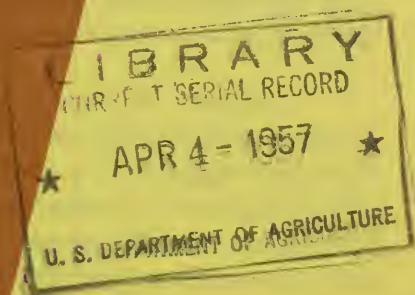


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Household Purchases of Butter, Fluid Whole Milk, and Fluid Skim Milk, January 1957



HPD - 38

March 1957

Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This series of monthly reports is based on information obtained in a cooperative project financed by the United States Department of Agriculture and by the dairy industry through the American Dairy Association. The Department funds are provided under the Agricultural Marketing Act of 1946.

Reports in this series covering the months April 1954 through March 1956 showed estimates of household purchases and related information for butter, cheese, nonfat dry milk solids, and margarine. Starting in April 1956 the coverage was changed to include data on fluid whole milk and fluid skim milk products in addition to butter. The reporting on cheese, nonfat dry milk solids, and margarine was discontinued at that time.

The basic data presented herein were collected by the Market Research Corporation of America from its National Consumer Panel and were tabulated by it, under contract with the Department. The data beginning April 1954 are based on reports from a sample of approximately 5,800 families. Additional data on butter only for the months April 1953-March 1954 are also available. The data prior to April 1954 were based on a sample of about 4,300 families and were statistically adjusted to the level reported from the 5,800-family sample.

The estimates include only purchases for consumption by household consumers and do not reflect volume purchased by hotels, restaurants, hospitals, or other institutions.

This report was prepared in the Market Development Branch of the Marketing Research Division, Agricultural Marketing Service.

HOUSEHOLD PURCHASES OF BUTTER, FLUID WHOLE MILK,
AND FLUID SKIM MILK, JANUARY 1957

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data for a month are for a 4-week period (28 days) to permit comparisons of purchase volume between periods of equal length.

SUMMARY

Butter: Householders bought over 69 million pounds of butter during January 1957, about 4 percent more than the 66 million pounds purchased in January 1956. This gain occurred even though the average price paid by consumers for butter, 71 cents per pound, was 3 cents above the price in early 1956.

About 46 percent of all families bought butter in January 1957, just under the percentage for January 1956. January 1957 was the fourth consecutive month that the percentage of all families buying butter was the same as or less than a year earlier. Families buying butter in January 1957 averaged about 2.7 purchases and bought slightly over 1 pound of butter per purchase; both these indicators were up slightly from January 1956.

Butter purchases by householders during the period April 1956-January 1957 were more than 2 percent above those for April 1955-January 1956, while prices paid for butter averaged about 3 percent higher. Monthly purchases per capita of butter ranged from 0.38 to 0.45 pounds in the 10 months ending January 31, 1957, up over 1 percent from the same period a year earlier.

Purchases of butter for household use declined about 4 million pounds--over 5 percent--from December 1956 to January 1957. This decline was in keeping with the December-to-January movement noted in both 1954-55 and 1955-56. The decline this year accompanied a drop in the percentage of families buying. The average size of purchase and frequency of purchase by those families buying was also lower in January 1957 than in December 1956. The average price per pound paid by consumers during January 1957 was only fractionally less than the record high reported during December 1956.

Fluid Milk: Purchases of fluid milk for household use totaled about 1,240 million quarts during January 1957 compared with 1,180 million quarts during January 1955. 1/ This 60-million quart gain was reflected in substantial gains for both fluid whole and fluid skim milk items (table 2 and fig. 4). The percentage of all families buying any fluid milk item was about 84 during January 1957 compared with about 82 percent during January 1955 (table 5). 2/

1/ Fluid cream and half-and-half mixtures are not included in these data.

2/ Slightly over 10 percent of all families reporting in this survey live on farms and many of these families have farm produced milk available for their own use.

Per capita purchases of fluid milk in January 1957 increased almost 3 percent over those for the same month 2 years earlier and equaled the previous record high quantity of 7.55 quarts reported in this series for December 1956. ^{3/}

Total purchases of fluid milk increased from December 1956 to January 1957 even though the percentage of families buying decreased slightly. Purchases per person remained unchanged. The quantity of fluid milk purchased by container size during January 1957 was distributed as follows: 6.5 percent in gallons, 34.5 percent in half gallons, 58.9 percent in quarts, and 1.3 percent in "other" container sizes.

Fluid Whole Milk: Consumers purchased 1,173 million quarts of fluid whole milk during January 1957, up 4 percent from January 1955. ^{4/} Household purchases of whole milk during January were larger than in any month during the current dairy marketing year and were also larger than any monthly purchase volume reported during the period April 1954-January 1955. A greater proportion of total whole milk purchases was made in the larger-than-quart-size containers during January 1957 than during January 1955 (fig. 3). Whole milk purchase volume, by container size, was as follows: Quarts, 58 percent; half gallons, 35 percent; gallons, 7 percent; and only a fractional proportion in other sizes (one-half pints, one-third pints, and pints). However, during January 1957, the volume of whole milk purchased in the smaller-than-quart-sizes was substantially larger than in January 1955.

Fluid whole milk purchases were 4 percent higher during the 10-month period April 1956-January 1957 than during April 1954-January 1955. Between the same periods, the quantity of whole milk purchased in half-gallon containers rose sharply, while there was more than a 14 percent decline in volume purchased in the single-quart container.

Householders paid 23.3 cents per quart equivalent for whole milk during January 1957, about 1 cent more than during January 1955. The price for whole milk purchases in the half-gallon container showed the greatest increase, 8 percent, while average prices for whole milk purchased in both quart and gallon containers were up about 6 percent over the same period. The average price paid for whole milk by households during January 1957 by container size was 19.0 cents per quart in gallons, 22.2 cents in half gallons, and 24.5 cents in single quarts (table 3).

About 82 percent of all families bought whole milk one or more times during January 1957 compared with 80 percent in January 1955 (table 5). Householders purchased 7.14 quarts of whole milk per person during January 1957, an increase of 2 percent from the same month 2 years earlier (table 6).

^{3/} Per capita purchases are based on total U. S. civilian, non-institutional population.

^{4/} Fluid whole milk includes extra grades, regular grades, homogenized and not homogenized, and fortified and unfortified whole milk products.

Increases in both the quantity of whole milk purchased and average price paid per quart were noted in January 1957 as compared with the preceding month. On the other hand, purchases per person were unchanged and the percentage of families buying whole milk was down slightly.

Fluid Skim Milk: Household purchases of skim milk products during January 1957 were 66.9 million quarts equivalent, up 13 million quarts, or a 22 percent increase from January 1955. ^{5/} As a result of the large increase in total skim milk purchases, per capita purchases rose sharply from 0.34 quarts in January 1956 to 0.41 quarts in January 1957. About 20 percent of all families purchased skim milk during January 1957, compared with 19 percent during January 1955.

Householders bought 74 percent of all fluid skim milk purchased in the single-quart container, 23 percent in half gallons, 3 percent in gallons, and only fractional amounts in other size containers during January 1957. Consumers purchased over twice as much fluid skim items in the half-gallon container during January 1957 as they did during the same month 2 years earlier. Skim milk purchased by households in a single-quart container increased 8 percent between the same periods; however, purchases in the gallon-size container decreased 10 percent.

The average price paid by consumers during January 1957 for skim milk items was 19.4 cents per quart equivalent, an increase of over 3 percent from January 1955. The greatest increase--about 7 percent--was for those purchases made in half gallons. Householders paid 12.9 cents per quart for purchases of skim milk items in gallons, 17.9 cents per quart in half gallons, and 20.0 cents in single-quart containers.

Total purchases of fluid skim milk during the 10-month period, April 1956-January 1957, were up 17 percent from April 1954-January 1955; the average price per quart equivalent was up less than 1 percent; quarts purchased per capita were up 15 percent; and the percentage of families buying was up 5 percent.

The quantity of skim milk purchased and percentage of families buying moved up fractionally in January 1957 compared with December 1956. Per capita purchases in quart equivalents and the average price per quart were unchanged during January 1957 from the preceding month.

^{5/} "Other fluid milk" includes skim, fortified skim, buttermilk, and flavored skim milk drinks.

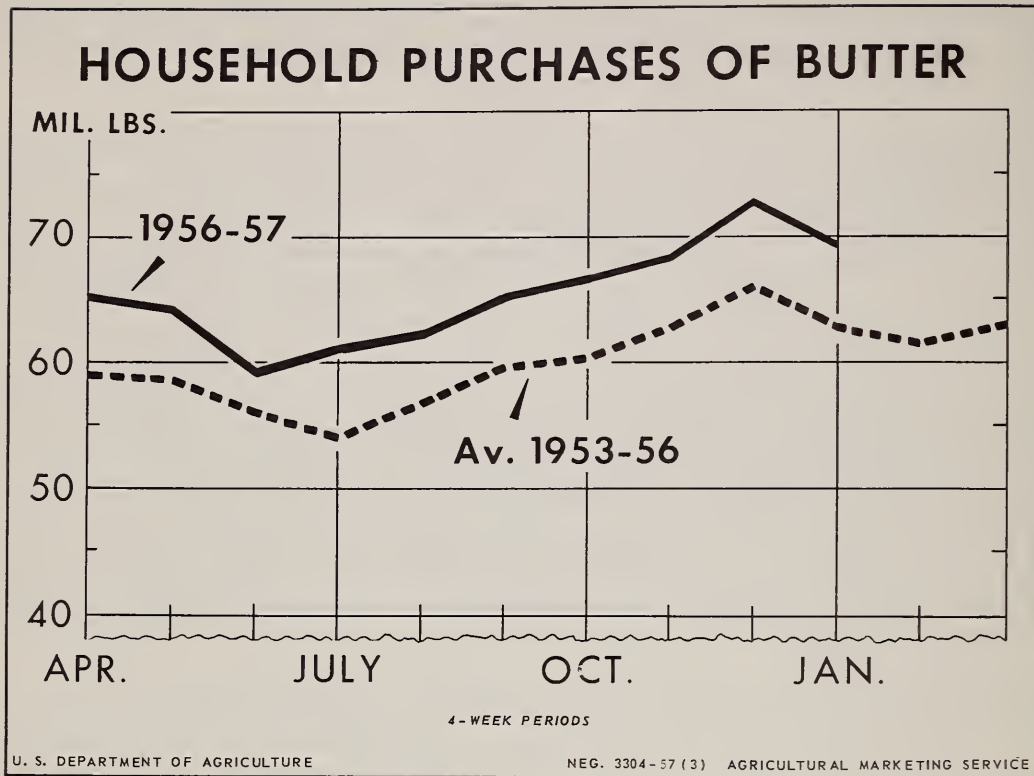


Figure 1

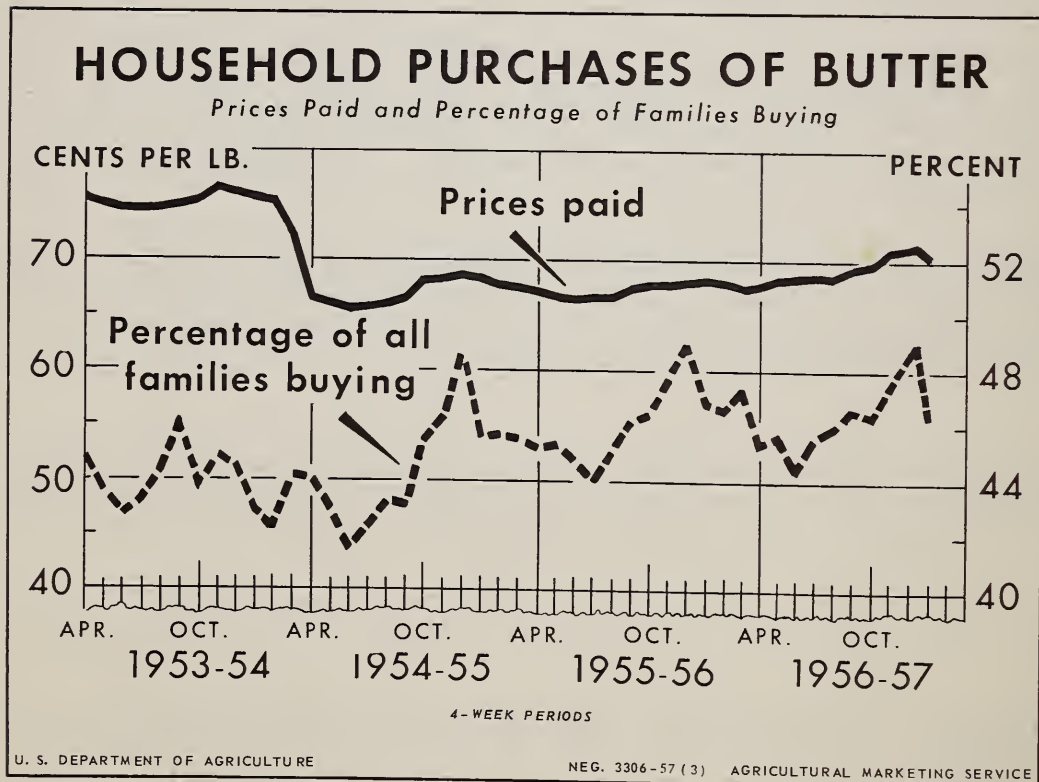


Figure 2

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods

Period	Quantity purchased				Per 1,000 population in households			
	Total							
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Million pounds	Million pounds	Million pounds	Million pounds	Pounds	Pounds	Pounds	Pounds
April.....	65.1	62.7	58.0	56.2	401	388	367	369
May.....	64.2	62.2	58.5	54.7	396	385	371	359
June.....	59.3	61.3	54.5	51.9	366	380	345	340
July.....	61.0	57.0	54.2	50.9	377	356	341	332
August.....	62.2	58.7	57.9	53.3	385	366	364	348
September.....	65.2	63.1	60.4	55.1	404	394	379	360
October.....	65.8	66.0	63.2	51.0	403	409	394	331
November.....	68.1	68.0	65.7	54.4	418	422	410	353
December.....	73.0	72.4	69.2	55.5	448	449	432	361
January.....	69.2	66.2	65.3	56.6	421	411	407	367
February.....		67.2	63.8	53.4		417	398	346
March.....		68.3	64.0	56.3		423	399	365
	Percentage of all families buying				Average price paid per pound			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	Percent	Percent	Percent	Percent	Cents	Cents	Cents	Cents
April.....	45.3	45.1	44.0	44.7	67.7	67.2	66.6	75.4
May.....	45.6	45.2	42.8	43.5	68.4	66.7	66.0	75.0
June.....	44.4	44.6	41.4	42.7	68.4	66.5	65.7	74.5
July.....	45.5	44.0	42.2	43.3	68.5	66.7	65.8	74.5
August.....	46.0	45.1	43.3	44.2	68.5	66.7	66.0	74.7
September.....	46.6	46.1	43.1	45.9	69.2	67.4	66.4	74.9
October.....	46.3	46.3	45.4	43.7	69.8	67.7	68.1	75.3
November.....	47.6	47.6	46.2	44.8	70.9	67.6	68.2	76.6
December.....	48.8	49.0	48.5	44.4	71.1	67.8	68.6	76.0
January.....	46.4	46.9	45.5	42.8	70.8	68.0	68.2	75.6
February.....		46.5	45.6	42.2		67.8	67.7	75.2
March.....		47.2	45.4	44.1		67.5	67.6	72.2

(Continued)

Table 1.--Butter: Household purchases and average price per pound, U. S., 4-week periods (continued)

Period	Per buying family							
	Purchases				Quantity per purchase			
	1956-57	1955-56	1954-55	1953-54	1956-57	1955-56	1954-55	1953-54
	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Number</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>	<u>Pounds</u>
April.....	2.66	2.64	2.74	2.71	1.11	1.09	1.09	1.06
May.....	2.63	2.60	2.80	2.75	1.10	1.10	1.10	1.04
June.....	2.51	2.60	2.72	2.64	1.09	1.09	1.09	1.04
July.....	2.47	2.45	2.65	2.58	1.10	1.09	1.09	1.04
August.....	2.52	2.50	2.81	2.67	1.10	1.08	1.08	1.03
September.....	2.62	2.58	2.86	2.69	1.09	1.09	1.09	1.03
October.....	2.62	2.68	2.84	2.59	1.10	1.10	1.09	1.02
November.....	2.61	2.66	2.88	2.65	1.11	1.11	1.09	1.04
December.....	2.71	2.70	2.66	2.68	1.12	1.13	1.11	1.05
January.....	2.70	2.65	2.73	2.90	1.11	1.10	1.09	1.04
February.....		2.70	2.65	2.73		1.10	1.10	1.04
March.....		2.68	2.67	2.75		1.11	1.09	1.04

Table 2.--Fluid whole milk and fluid skim milk: Total household purchases and average price paid per quart, U. S., 4-week periods

Period	Quantity purchased			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts
April.....	1,086	1,046	68.2	54.7
May.....	1,093	1,064	67.3	53.6
June.....	1,064	1,034	65.9	55.7
July.....	1,067	1,003	65.4	55.3
August.....	1,083	1,021	64.0	59.2
September.....	1,131	1,082	63.4	61.7
October.....	1,163	1,112	64.9	58.7
November.....	1,170	1,117	63.7	55.0
December.....	1,164	1,119	66.6	53.0
January.....	1,173	1,125	66.9	54.6
February.....		1,121		58.7
March.....		1,116		61.6
	Average price paid per quart equivalent			
	Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents
April.....	22.2	21.9	18.5	18.8
May.....	22.3	21.6	18.6	18.5
June.....	22.4	21.6	18.5	18.4
July.....	22.5	21.8	18.6	18.6
August.....	22.7	22.0	18.8	18.7
September.....	22.8	22.2	18.9	19.2
October.....	23.0	22.3	19.1	19.0
November.....	23.1	22.4	19.3	18.9
December.....	23.2	22.4	19.4	18.8
January.....	23.3	22.3	19.4	18.8
February.....		22.3		18.6
March.....		22.1		18.5

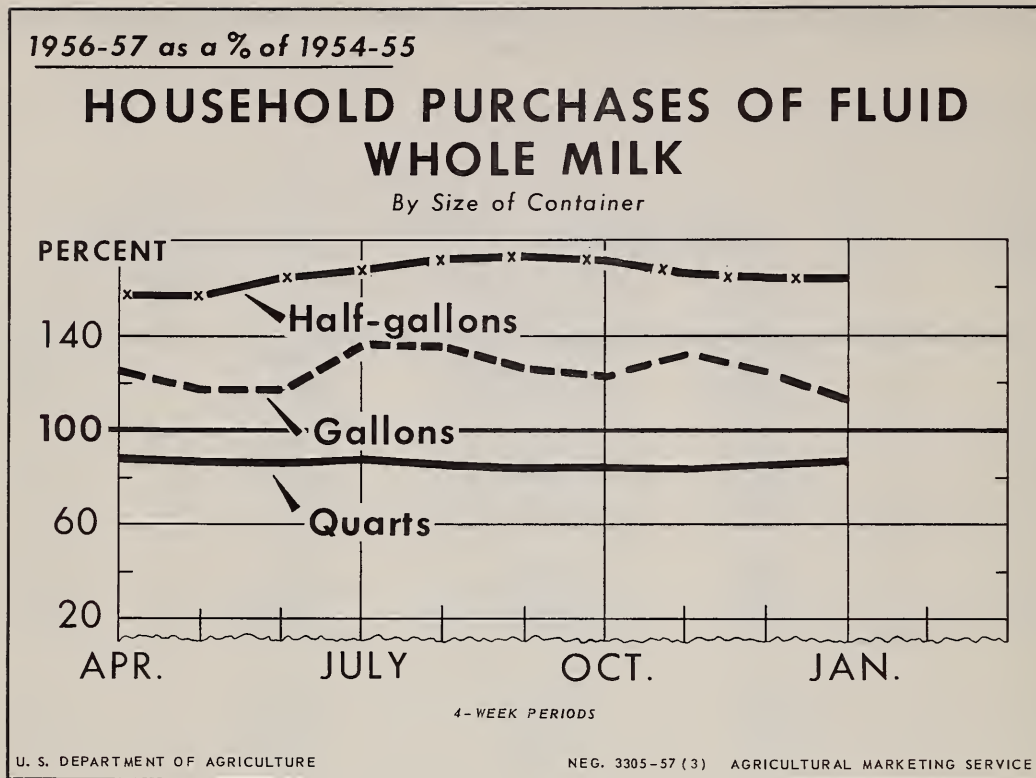


Figure 3

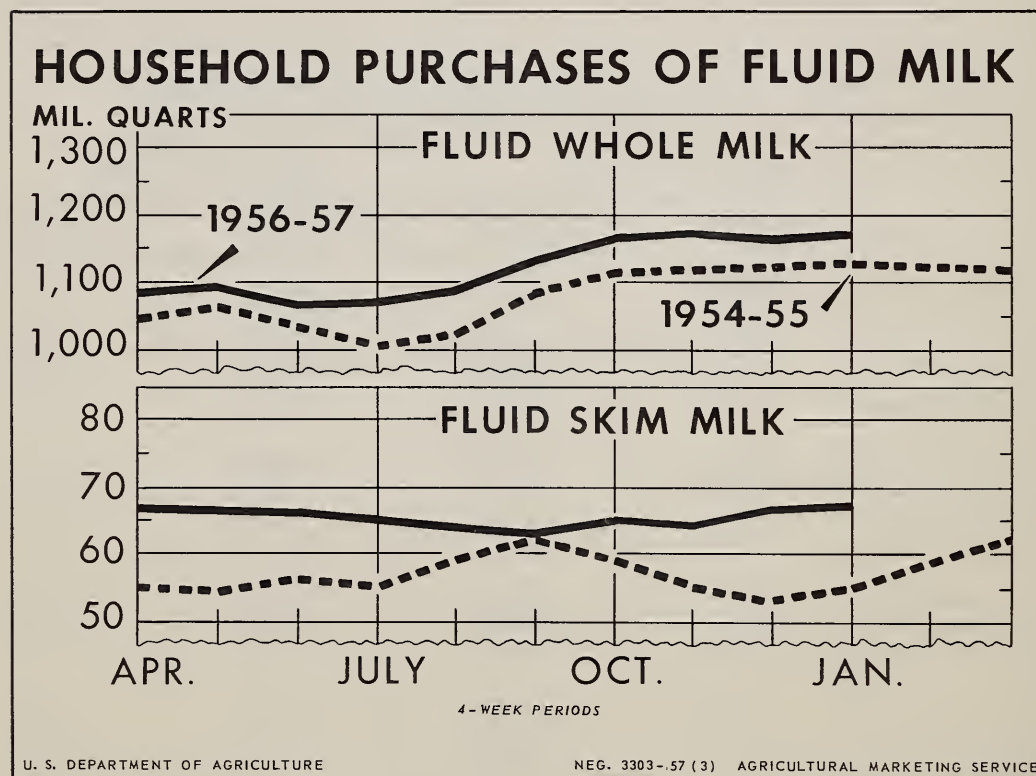


Figure 4

Table 3.--Fluid whole milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	691	787	321	202	72.4	57.3	1.5	0.4
May.....	690	793	330	208	72.4	62.1	0.7	0.5
June.....	663	772	329	200	71.2	60.7	0.5	0.3
July.....	651	745	341	204	73.6	53.7	0.8	0.3
August.....	653	759	356	208	73.4	54.0	0.5	0.6
September.....	674	801	379	219	77.3	61.3	0.7	0.6
October.....	687	816	394	230	81.4	66.2	0.4	0.7
November.....	683	811	405	242	81.8	62.3	0.7	0.9
December.....	678	805	403	247	82.7	66.3	1.1	1.0
January.....	681	800	412	254	79.0	69.2	1.2	0.9
February.....		790		256		74.4		0.9
March.....		783		260		70.9		1.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	23.2	22.7	20.9	20.4	18.1	17.5	1/	1/
May.....	23.3	22.4	21.2	19.9	18.5	17.0	1/	1/
June.....	23.3	22.5	21.3	19.5	18.2	16.6	1/	1/
July.....	23.5	22.7	21.3	19.7	18.3	16.8	1/	1/
August.....	23.7	22.8	21.6	20.1	18.5	17.2	1/	1/
September.....	23.9	23.1	21.7	20.4	18.6	17.2	1/	1/
October.....	24.2	23.2	21.9	20.6	18.5	17.6	1/	1/
November.....	24.4	23.2	22.0	20.7	18.5	17.8	1/	1/
December.....	24.5	23.3	22.1	20.5	18.6	18.2	1/	1/
January.....	24.5	23.2	22.2	20.5	19.0	17.9	1/	1/
February.....		23.3		20.5		17.9		1/
March.....		23.1		20.3		17.7		1/

1/ Not available.

Table 4.--Fluid skim milk: Household purchases by container size and average price paid, per quart, U. S., 4-week periods

Period	Quantity purchased							
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts	Million quarts
April.....	53.4	47.9	11.9	4.0	2.7	2.7	0.2	0.1
May.....	51.9	47.2	13.0	3.8	2.3	2.4	.1	.2
June.....	50.7	48.7	12.7	5.4	2.4	1.5	.1	.1
July.....	50.2	48.5	12.9	4.4	2.2	2.3	.1	.1
August.....	49.9	50.6	11.9	5.5	2.1	3.0	.1	.1
September.....	48.3	53.3	13.5	5.4	1.6	2.8	<u>2/</u>	.2
October.....	49.2	51.4	13.6	4.8	2.1	2.2	<u>2/</u>	.3
November.....	48.8	48.9	13.4	4.4	1.5	1.7	<u>2/</u>	.1
December.....	50.4	46.4	14.0	4.7	2.1	1.7	.1	.2
January.....	49.8	46.0	15.2	6.5	1.8	2.0	.1	.1
February.....		50.2		6.4		1.9		.2
March.....		52.4		7.3		1.7		.2
Average price paid per quart equivalent								
	Quart		Half-gallon		Gallon		Other	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
April.....	19.2	19.4	16.5	15.7	11.3	11.9	<u>1/</u>	<u>1/</u>
May.....	19.3	19.0	16.6	15.7	11.6	10.3	<u>1/</u>	<u>1/</u>
June.....	19.3	18.9	16.5	15.7	10.5	10.4	<u>1/</u>	<u>1/</u>
July.....	19.5	19.3	16.1	16.1	11.1	9.2	<u>1/</u>	<u>1/</u>
August.....	19.5	19.4	16.8	16.6	12.1	9.5	<u>1/</u>	<u>1/</u>
September.....	19.9	20.1	16.5	15.4	10.2	9.4	<u>1/</u>	<u>1/</u>
October.....	20.0	19.5	17.0	17.2	11.0	12.4	<u>1/</u>	<u>1/</u>
November.....	20.0	19.4	17.3	15.8	12.9	10.7	<u>1/</u>	<u>1/</u>
December.....	20.1	19.2	17.8	17.1	13.4	10.8	<u>1/</u>	<u>1/</u>
January.....	20.0	19.3	17.9	16.7	12.9	12.6	<u>1/</u>	<u>1/</u>
February.....		19.1		16.6		10.5		<u>1/</u>
March.....		19.1		15.9		12.5		<u>1/</u>

1/ Not available.
2/ Less than .1.

Table 5.--Fluid whole milk and fluid skim milk: Percentage of families buying, U. S., 4-week periods

Period	Any fluid milk		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Percent	Percent	Percent	Percent	Percent	Percent
April.....	81.8	82.6	79.8	81.0	19.4	18.7
May.....	82.8	80.9	80.9	79.5	19.2	18.0
June.....	82.0	81.6	80.4	80.1	20.0	19.4
July.....	83.5	81.1	82.0	79.8	20.5	19.3
August.....	83.6	81.9	82.6	80.5	20.7	19.8
September.....	83.2	81.4	82.4	80.0	19.6	19.2
October.....	83.6	82.9	82.2	81.4	18.6	17.9
November.....	83.9	82.7	83.1	81.3	18.8	18.2
December.....	84.3	82.6	82.6	81.1	19.0	16.7
January.....	84.0	81.8	81.6	80.2	19.5	18.9
February.....		83.2		82.0		18.7
March.....		81.9		80.3		19.6

Table 6.--Fluid whole milk and fluid skim milk: Household purchases per capita in quart equivalent, U. S., 4-week periods

Period	Total		Fluid whole milk		Fluid skim milk	
	1956-57	1954-55	1956-57	1954-55	1956-57	1954-55
	Quarts	Quarts	Quarts	Quarts	Quarts	Quarts
April.....	7.11	6.97	6.69	6.62	0.42	0.35
May.....	7.15	7.07	6.74	6.74	.41	0.34
June.....	6.96	6.90	6.55	6.54	.41	0.35
July.....	7.01	6.65	6.60	6.31	.41	0.35
August.....	7.10	6.79	6.70	6.42	.40	0.37
September.....	7.39	7.19	7.00	6.80	.39	0.39
October.....	7.53	7.31	7.13	6.94	.40	0.37
November.....	7.56	7.31	7.17	6.97	.39	0.34
December.....	7.55	7.31	7.14	6.98	.41	0.33
January.....	7.55	7.35	7.14	7.01	.41	0.34
February.....		7.36		6.99		0.37
March.....		7.34		6.96		0.38

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